



# Modi’s Social Media Effects on Media: Analysis of Big Data from Indian Elections in 2014

Ms. Srishti Puri & Dr. Mohammed Al-Azdee  
Global Media and Communication Studies (GMCS) Program  
School of Public and International Affairs (SPIA)  
College of Arts & Sciences (A&S)

## 1. Background

- On May 16, 2014, Mr. Narendra Modi, the Prime Ministerial candidate of the right-wing Bharatiya Janata Party (BJP), won the Indian General Elections.
- BJP won 282 seats out of the 543 parliamentary constituencies of the Lok Sabha, Lower House of India’s Parliament.
- Observers attribute the shift in the political orientation of Indian voters, from left to far right, to Modi’s social media effects on the public and media in India, especially corporate-owned newspapers.

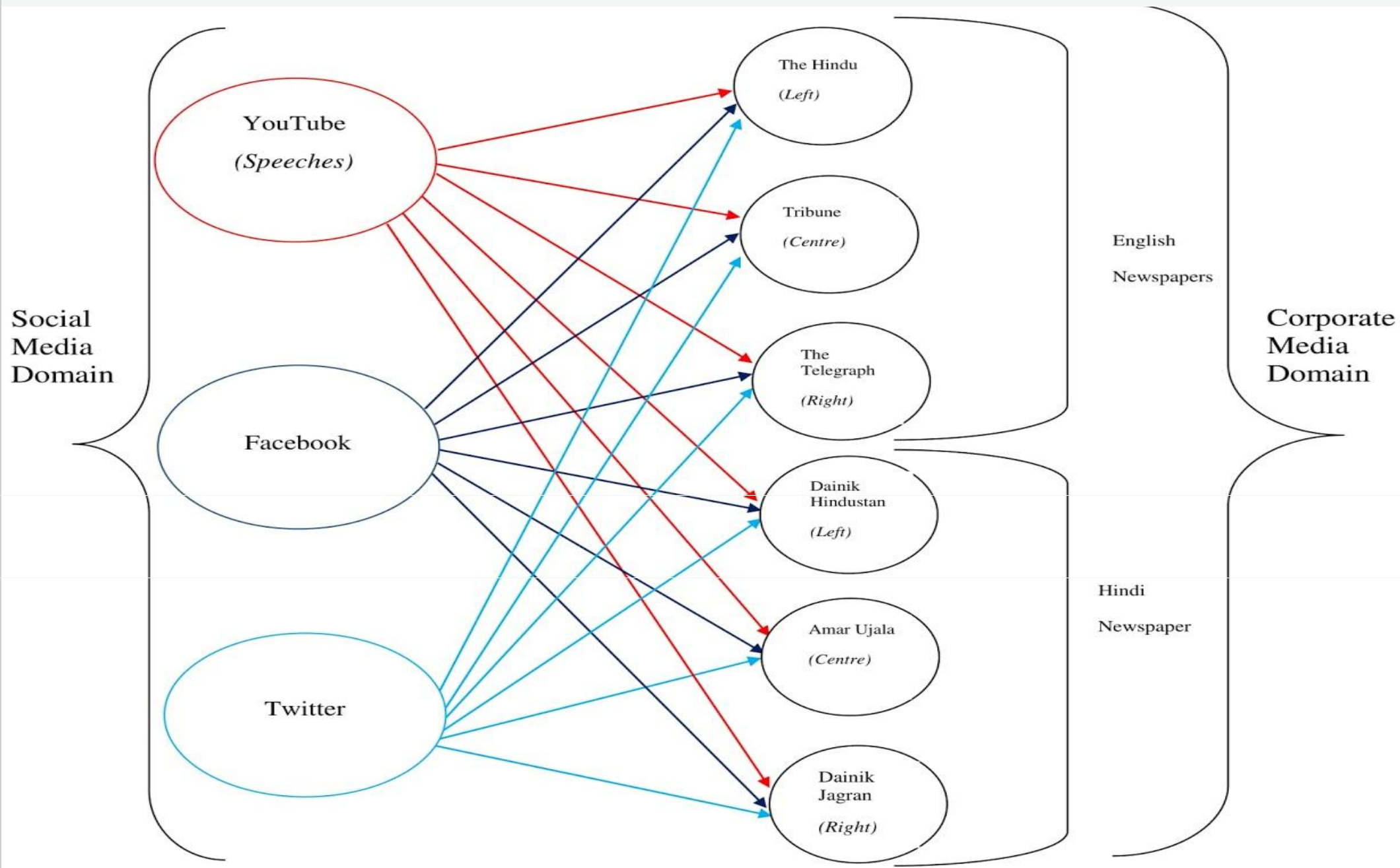
## 2. Theory and Objective

There are three levels of intermedia (media on media) agenda setting effects:

- Saliences (i.e., coverage amounts and/or relative placements of objects.)
- Saliences of attributes, and subsequent images of objects.
- Saliences of objects and attributes as sets of bundles.

**RQ:** What are these three effects from Modi’s social media to Indian corporate newspapers, during the 2014 campaign of Indian elections?

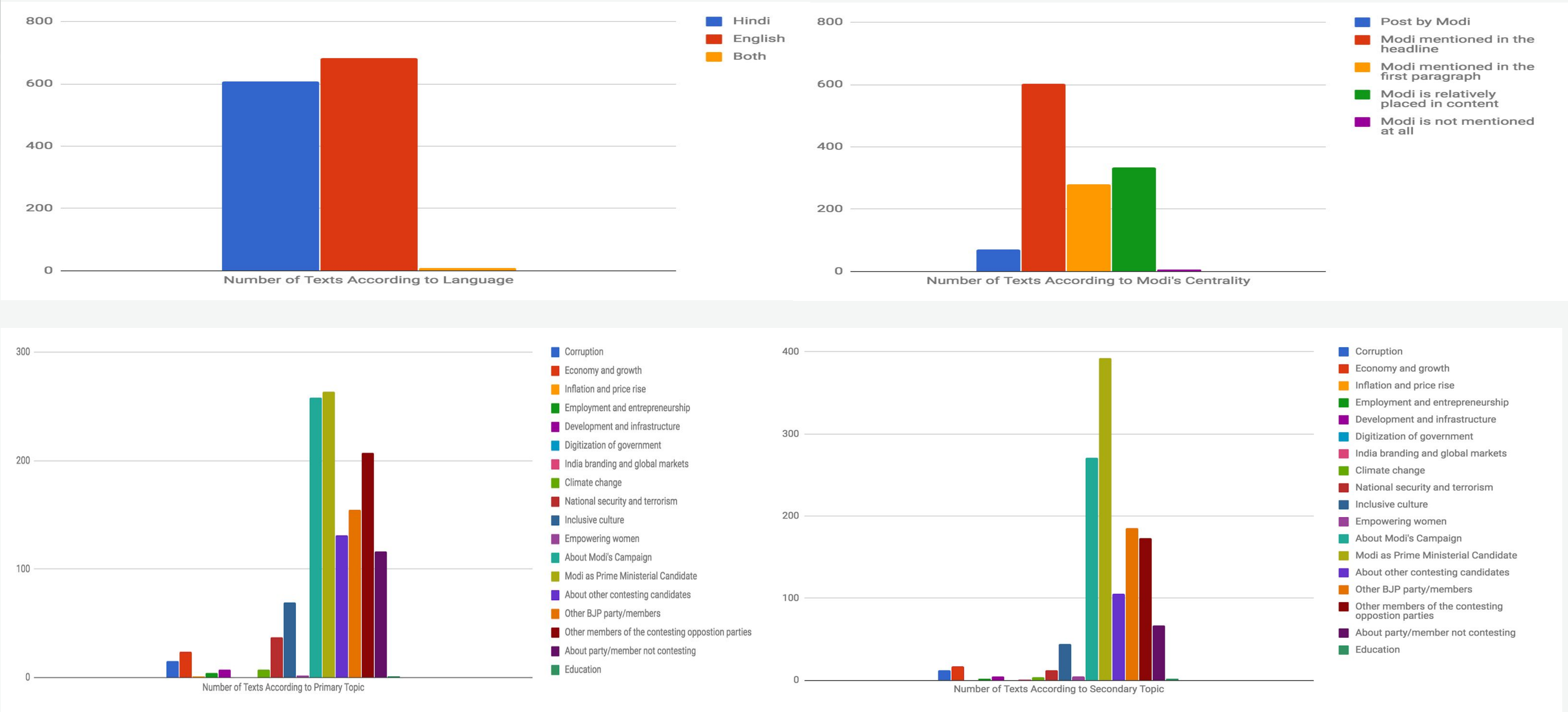
## 3. Research Design



## 4. Methodology

- The research design relies on content analysis as a quantitative method.
- The content is in both Hindi and English.
- Analysis timeframe: From September 13, 2013 to May 10, 2014.
- Total sample size is 12,538 texts, distributed as:
  - Modi’s *Facebook*: 548
  - Modi’s *Twitter*: 1,992
  - Modi’s *YouTube*: 143
  - *Dainik Hindustan*: 2,468
  - *Dainik Jagran*: 948
  - *Amar Ujala*: 852
  - *The Hindu*: 2,070
  - *Tribune*: 2,101
  - *The Telegraph*: 1,416

## 5. Preliminary Results (1300 Texts)



## 6. Initial Conclusion

The coverage of the Indian elections in 2014, in both Hindi and English, as reported by six corporate-based Indian newspapers, was about Modi, rather than issues. The coverage was also driven by Modi’s social media.